



Growing Healthy Kids Columbus

VISION: *Columbus is a community in which all children live in a smoke-free environment, have daily opportunities for active play, and have access to nutritious foods so they enter kindergarten ready to live, learn and play at their best.*

Minutes

July 31, 2018 10:00am - 11:30am
Columbus Public Health, 119C

Attendance

Organization	Member
Center for Healthy Families	Samantha Easton
Center for Healthy Families	Aubre Jones
Chamberlain University	Mary Kelley
Children's Hunger Alliance (CHA)	Laura Poland
Children's Hunger Alliance (CHA)	Kate (Intern)
CPH – Access to Care	Kayla Kaminskie
CPH – CDC PHAP, Chronic Disease Prevention	Lyana Delgado
CPH – Creating Healthy Communities	Dana Dorsey
CPH – Growing Healthy Kids Columbus	Ali Segna
CPH – Healthy Children Healthy Weights	Hannah Bills
CPH – Healthy Children Healthy Weights	Alyssa Dorsey
CPH – Strategic Nursing	Bob Holomuzki
CPH – WIC	Dawn Sweet
Franklin County Public Health (FCPH)	Kristin Peters
Nationwide Children's Hospital (NCH)	Melissa Wilgus
Life Sports	Stephen Moore
OSU – Extension	Carol Smathers
OSU – Extension	Matt Kretoyics
OSU – Extension Franklin County	Jenny Lobb
OSU – Extension Franklin County	Callie Powers

STEERING COMMITTEE MEMBERS:

Carolyn Bernard, Columbus City Schools
Megan Gorby, Nationwide Children's Hospital
Mark Haynes, Children's Hunger Alliance
Ali Segna, Columbus Public Health
Bobbi Shannon, YMCA of Central Ohio

Carol Smathers, Ohio State University Extension
Dawn Sweet, Franklin County WIC
Hannah Bills, Columbus Public Health
Rebecca Wade-Mdivanian, Ohio State University Life Sports
Maria Villareal, CDCFC Head Start
Matthew Yannie, United Way of Central Ohio

Recreation & Parks	Malik Willoughby
YMCA of Central Ohio – Early Head Start	Claudette Bailey

10:00am – 10:30am Member Introductions and Program Updates

All

- Highlights
- New resources/education
- Policy, system and/or environmental changes
- Challenges or barriers

Partner/Organization	Program Updates
Ali/GHKC/CPH	Working on 2 proposals for the 10 th Biennial COC: WFFT campaign and Targeted Marketing of SSB/Changelab Solutions. Changelab Solution, Program to Policy Training registration forms out, registration link will be emailed by the end of the day. Free with lunch included, Melissa Peters at Changelab and another policy person will come to present primarily on how to move program to policies as it relates to Food and Beverage Targeted Marketing. Coinciding playbook will be provided with policy options specific to Columbus. Forward the link to anyone in the community that may be interested in the training.
Dawn/WIC	Biggest Farmers Market at CPH, up 400 ballots from last year, 2400 participants, SNAP benefits 27% increase than any other market. Sent out text messages to participants that day. Only concern is to run out of vouchers by the 3 rd market if the momentum stays the same. Several safety issues, but the team pulled through. 15 farmers, 2 did not show up, total 17 farmers. 10-1pm, \$20 vouchers, 3/family. 4000 sets of vouchers, 32,000 clients. Still working on the new system. Not having the new system is affecting outreach.
Carol/OSU Ext.	No new updates.
Kristen/FCPH	Ohio Days will be launching again in the school year, up to 5.
Dana/CHC	Active Linden and Bike Friendly Franklinton happening in the Jazz in the Park, hosted walks and bike rodeos at the events. Looking to engage places in the south side for active commuting.
Laura/ CHA	First meeting, started in May, fully staffed. Working on OHP designations and grants, continue work with Eat, Play, Grow Program. Pilot programs to deliver CATCH trainings.
Melissa/NCH	Support community efforts in outreach and events, WFFT and limiting SSBs. Inaugural summer program, working to finalize this.
Samantha/ Center for Healthy Families	First meeting, no updates.
Stephen/ Life Sports	Finished summer camp 740 youth through Columbus, and prepping for the fall.
Alyssa/HCHW	Going out to different events promoting the SSB education initiative.
Aubre/Center for Healthy Families	Licensed Social workers from parents and pregnant teens. 4 high schools. Looking for advocates or speakers to discuss importance

	of nutrition to pregnant teens.
Jenny/OSU Ext.	Community nutrition team is at full capacity, 4 full time program assistants, doubled in size. Food preservation classes.
Hannah/HCHW	Linden farmers market is in Columbus, every Sunday from 1-4p.
Claudette/YMCA	Revise menus and put YMCA Early Head Start back up to speed with OHP and new CACFP guidelines, reapplying for OHP designations. Building capacity to prepare own foods for childcare centers (i.e. equipment and staff). Looking for sources of funding.
Bob/CPH	Lots of weekend back to school events, spoke to no less than 50 children on WFFT and the evils of Gatorade.
Kayla/CPH	Health Lit month in October.
Malik/Rec and Parks	Created a dance camp this summer for youth, helping to organize the African American Male Wellness Walk.
Lyana/CPH	Collaborated with Carol, Ali, Alyssa, and Hannah to do community outreach surrounding the SSB display at local farmers markets and community events. Collaborated with Carol on youth workshops for the SSB and targeted marketing throughout Columbus. Presented the organizational presentation for The James.

10:30am – 10:45am Breaking News

Lyana Delgado

PA Supreme Court Upholds Philadelphia SSB Tax

- The Pennsylvania Supreme Court announced yesterday, in a 4-2 majority opinion, that the Philadelphia sweetened beverage tax is constitutional
- pre-K programs, more community schools, and upgrades to city libraries, parks, and playgrounds
- beverage industry may have lost in Pennsylvania's courts, but they're still trying to win in Pennsylvania's legislature by pushing a bill that would take away the ability of communities to implement local solutions for local issues
- https://www.voicesactioncenter.org/pa-supreme-court-upholds-philadelphia-sweetened-beverage-tax?utm_campaign=it_jul_19_18_3&utm_medium=email&utm_source=voicesactioncenter

Baltimore becomes first major city to remove sugary drinks from kids' menus

- The measure, which went into effect on Wednesday, is intended to promote healthy habits in young children and their families by making the default kids' menu options water, milk and 100 percent fruit juices
- One in three high school children is obese, and one in four children drinks one or more sodas a day, according to Baltimore Health Commissioner Dr. Leana Wen.
- <https://www.nbcnews.com/news/us-news/baltimore-becomes-first-major-city-remove-sugary-drinks-kids-menus-n892616>

The Effect of Graphic Warnings on Sugary-Drink Purchasing

- Warning labels that include photos linking sugary drink consumption with obesity, type 2 diabetes, and tooth decay, may reduce purchases of the drinks according to new Harvard study. Displayed separately, with 2 week washout periods.
- Conducted in hospital cafeteria in Massachusetts, found graphic warning labels reduced sugary bev. purchases by 14.8%
- Text warning labels and calorie labels had no effect.

- Consumers appeared to substitute bottled water for sugary drinks; total drink sales remained constant while purchases of water increased. The average calories per drink sold also decreased during that period from 88 calories to 75. Graphic labels increased negative feelings towards sugary drinks, health risks over taste were mostly considered.
- https://www.voicesactioncenter.org/new_study_the_effect_of_graphic_warnings_on_sugary_drink_purchasing?utm_campaign=it_jul_19_18_3&utm_medium=email&utm_source=voicesactioncenter
- https://www.hbs.edu/faculty/Publication%20Files/DonnellyEtAl2018_2ac8ff1b-211e-48e7-9dd8-724855de617b.pdf

California Ban on Soda Taxes Won't Stop Health Advocates

- The law signed by Gov. Brown forbids new local taxes on sugary drinks for the next 12 years. And while the soda industry is expected to try to duplicate its triumph elsewhere, one public policy expert warned that what happened in California might actually backfire in other states.
- The American Cancer Society, American Diabetes Association, American Heart Association and about 20 other groups issued a joint statement earlier this week opposing the measure.
- The American Beverage Association, which poured tens of millions of dollars into anti-soda tax efforts in California and elsewhere, declined to comment beyond issuing a statement that said its legislation is helping local communities. "Our aim is to help working families by preventing unfair increases in their grocery bills," the statement said.
- California joins Arizona and Michigan as states with laws blocking local governments from passing sugary drink taxes. In Oregon, voters will decide the issue in November.
- The new law will not affect any of the taxes already in place.
- The California Medical Association and the California Dental Association announced plans to propose a 2020 ballot measure that would include a statewide sugary drink tax and would repeal the ban on local taxes. A statewide tax of 2 cents per fluid ounce on sugar-sweetened drinks, providing at least \$1.7 billion in revenue for critical health programs and constitutionally preserving the ability of California's local communities to make their own decisions regarding future soda taxes.
- https://www.voicesactioncenter.org/california_ban_on_soda_taxes_won_t_stop_health_advocates?utm_campaign=it_jul_05_18&utm_medium=email&utm_source=voicesactioncenter
- <https://www.cda.org/news-events/cda-cma-file-statewide-soda-tax-measure-for-2020>

US Position on Breastfeeding WHO

- A New York Times report claimed US officials fought against language that all governments should "protect, promote and support breastfeeding "and limit promotion of infant formula.
- Baby formula companies have for decades sold more products in developing countries than developed ones, the Times reported, suggesting the US policy was in line with companies' interests.
- "The United States was fighting to protect women's abilities to make the best choices for the nutrition of their babies.
- "Many women are not able to breastfeed for a variety of reasons, these women should not be stigmatized; they should be equally supported with information and access to alternatives for the health of themselves and their babies. "
- Threatened Ecuador with military aid and punishing trade measures.
- Renegotiate the North American Free Trade agreement, 15% of budget to be cut.
- The resolution was passed when it was introduced by Russia, but the US did successfully strike out language calling for WHO support to nations trying to prevent "inappropriate promotion of foods for infants and young children", and added the phrase "evidence based" to certain provisions.

- Dr. Barry said malnourished mothers in poor countries still produce healthy breast milk, though they may not be able to make enough, but are unlikely to have access to clean water for reconstituting powdered infant formula. In wealthier countries, poor women who do have access to clean water often dilute expensive formula to make it last longer, which can also cause malnutrition.
- In particular, the guidance recommends that countries impose stringent new regulations on the marketing of any commercially produced foods suggested for children between 6 months and 3 years old. Such restrictions, in our view, prevent parents from having access to all the factual information they might need. The guidance even advocates for the prohibition of free samples of formula — including in countries and conflict zones where supplies of formula could help save babies' lives.
- https://nypost.com/2018/07/20/no-team-trump-doesnt-question-the-importance-of-breastfeeding/?utm_source=twitter_sitebuttons&utm_medium=site%20buttons&utm_campaign=site%20buttons
- <https://www.nytimes.com/2018/07/08/health/world-health-breastfeeding-ecuador-trump.html?ref=collection%2Fsectioncollection%2Fhealth>

10:45am – 10:50am Activity Break

All

10:50am – 11:30am Fast Facts – Sugar Sweetened Beverages

Hannah Bills

Sugar Sweetened Beverage Tax 101

- <http://voicesforhealthykids.org/wp-content/uploads/2017/09/VHK-Fast-Facts-Healthy-Drinks.pdf>
- Italicized text are the fast facts from Voices for Healthy Kids, showing that these bullet points are meant to be directly copied and pasted to make drafting materials fast and easy

Healthy Drink Fast Facts

- *“Fast Facts” written in consumer friendly language for variety of health campaigns*
 - *Active Places*
 - *Early Care and Education*
 - *Head Start and Early Head Start*
 - *Healthy Food Access and Procurement*
 - *Local Wellness*
 - *Physical Education*
 - *SNAP*
 - *Sugary Drinks*
- Voices for Healthy Kids is a collaboration between the American Heart Association and the Robert Wood Johnson Foundation, aimed to help all children achieve a healthy weight through national organizations and grassroots group collaborations and individual participation.
- Voices for Healthy Kids created “Fast Facts,” or consumer-friendly statements to be used in a wide variety of health-related campaigns.
- In May of 2018, they revised the Sugary Drinks Fast Facts, which I have pulled a few facts from and will share today.

Rates of SSB Consumption

- *Sugary drinks are the single largest source of added sugars consumed by people living in the United States.*
- *Sugary drinks are no longer an occasional treat. Nearly two-thirds of children living in the United States drink at least one sugary drink a day.*

Health Effects of SSB Consumption

- *The more sugary drinks people consume, the more likely it is that they'll develop heart disease and type 2 diabetes.*

- *Kids who consume more sugary drinks are 55 percent more likely to be at increased risk of developing chronic diseases such as type 2 diabetes and heart disease compared to kids who consume fewer sugary drinks.*
- *Men who drink just one sugary drink a day increase the risk of having a heart attack or dying from a heart attack by 20 percent.*

Expert Recommendations for SSB Consumption

- *The American Heart Association recommends that children have no more than one 8-ounce sugary drink a week—but children are consuming as much as ten times that amount.*
- *The American Heart Association recommends that adults have no more than 450 calories a week from sugary drinks, or about three cans of regular soda.*

SSBs in Communities of Color

- *People of color have less access to healthy drinks and consume more sugary drinks than their white peers. People of color are also at greater risk of developing diseases such as type 2 diabetes and heart disease.*
- *Because the beverage industry spends millions of dollars every year marketing to communities of color, African American children and teens see more than twice as many ads for sugary drinks than their white peers.*
- *Latinos are the fastest growing market for carbonated soft drink consumption/sales, Coca-Cola reports that 86% of its growth through 2020 will come from multicultural youth.*
- <https://www.npr.org/sections/thesalt/2014/11/20/365219686/soda-companies-step-up-their-marketing-to-black-and-latino-kids>

Global SSB Targeted Marketing

- *In Town With Little Water, Coca-Cola Is Everywhere. So Is Diabetes.* – NYT July, 2018
- *San Cristobal de las Casas, Mexico → small town in Mexico, potable water is increasingly scarce. Many households are forced to buy extra water from tanker trucks. Consequently, many residents drink Coca-Cola, produced by a local bottling plant because it is easier to find and almost as cheap as bottled water.*
- *Residents consume more than 2 liters (more than ½ a gallon of soda every day). Diabetes mortality rate increased 30% between 2013 and 2016, 2nd leading cause of death after heart disease (more than 3,000 lives/year).*
- *The plant has permits to extract more than 300,000 gallons of water per day as part of a decades-old deal with the federal government that critics say is overly favorable to the plant's owners.*
- *“Coca-Cola is abusive, manipulative,” said Martin López, a local activist who has helped organize boycotts and protests against the soda company. “They take our pure water, they dye it and they trick you on TV saying that it’s the spark of life. Then they take the money and go.”*
- *Local health advocates say aggressive marketing campaigns by Coke and Pepsi that started in the 1960s helped embed sugary soft drinks into local religious practices, which blend Catholicism with Maya rituals. For decades, the companies produced billboards in local languages, often using models in traditional garb.*
- *Overall, a testament to the growing concerns that these beverage companies have perpetuated in communities of color that are already facing health disparities. These products have been ingrained in the fabric of various cultures and cultural practices, making education and awareness of these efforts to these communities much more imperative.*
- https://www.nytimes.com/2018/07/14/world/americas/mexico-coca-cola-diabetes.html?utm_source=STAT+Newsletters&utm_campaign=84865392f7-MR_COPY_09&utm_medium=email&utm_term=0_8cab1d7961-84865392f7-149921101

Impact of SSB Taxes

- *A 10 percent increase in the price of sugary drinks would decrease consumption by 8-10 percent each year*
- Also in the Fast Facts document are several statements with the impact of SSB Taxes. Taxing sugary drinks is one evidence-based initiative that has been done to raise the price of SSBs relative to healthier options.
- SSBs can be taxed via sales or excise taxes. Sales taxes are applied at the point of purchase, and excise taxes are levied on the manufacturer or distributor and therefore may be built into the retail price.
- SSB taxes can also benefit the community when the tax revenue is earmarked for obesity prevention, oral health, and other public health initiatives.

Case Studies

- *One year after the implementation of the Berkeley sugary drink tax, research shows that sales of water increased by 15 percent.*
- *The Berkeley sugary drink tax is helping the economy—increasing tax revenue and creating new jobs.*
- *The sugary drink tax in Mexico is projected to reduce obesity, BMI and diabetes across populations, with lower-income people benefiting the most.*
- SSB or “Soda” Taxes have been passed in over 25 countries and 8 US cities/counties.
- Countries that have passed a soda tax include the United Kingdom, Mexico, Chile, India, and South Africa. US cities include:
 - Berkeley, California.
 - Philadelphia, Pennsylvania.
 - San Francisco, California.
 - Oakland, California.
 - Albany, California.
 - Boulder, Colorado.
 - Cook County, Illinois.
 - Portland, Oregon.
- After adopting SSB tax in these countries and communities, outcome measures have reported several successes including a reduction in the purchase of SSBs, increase in water consumption, economic gain through tax revenue and job development, and improved health outcomes. *Review fast facts.*

SSB Tax Discussion

- *How do you feel about a SSB Tax in Columbus?*
 - Group overall supportive, however, more discussion on the specifics of who they tax would affect and how need to be developed.
- *How could the GHKC Coalition help advocate and/or lobby for a SSB Tax?*
 - Need to provide more targeted education to the communities that may be mostly impacted by the tax on why it is important, what are the options, and where these alternative options can be found.
 - Perhaps, conduct more of the targeted marketing presentations to the communities that may be mostly affected by the tax.
- *What organizations could lead this effort? Are there organizations that GHKC Coalition needs to reach out to?*
 - Education to the parents, administration in schools to help.
- *What barriers are expected and how can we anticipate overcoming those barriers?*
 - Areas most vulnerable to the tax will not be supportive. Wealthier/more accepted families. Change the framework from removing options to providing more.

Breakout Session Discussion:*Carol's group:*

- What can you spend the tax revenue? - Educating the communities affected by targeted marketing, extension of the WFFT campaign
- Beverage Association is a barrier and who they partner with
- “consumer driven”, move to the “bliss” point of sugar and euphoria

Alyssa's group:

- What are some alternative options to current SSBs and other low-calorie options?
- Working in the fast-food arena of making more low-calorie and water options available
- People making the beverages can shift the formulas of the products already being sold (encourage the low-calorie/healthy option products they already make)

Bob's group:

- Groups mostly affected by these disparities and SSB consumption will not understand
- Need to pair policy options with education

Ali's group:

- Create an excise tax
- Tax revenue to be used for education and healthcare
- Find those who can support us in lobbying efforts
- Barriers – Beverage industry and \$\$\$

Next Steps: Look for targeted marketing of food and beverages towards minorities and youth.

Next Meeting: August 28, 2018 10am-11:30am Columbus Public Health, 119C

Save the Date: Program to Policy Training September 25, 2018